SHOW ME Healthy Women News & Views

The Official Newsletter for the Missouri Show Me Healthy Women program
Web site: www.dhss.mo.gov/BreastCervCancer
www.dhss.mo.gov/WISEWOMAN

Fall & Winter 06-07

Program Update

RECORD BREAKING YEAR

Source: Bruce Jenkins

The Show Me Healthy Women program continued to provide outstanding services to Missouri women despite a 5 percent reduction in funding of $150,000 and a 32 percent reduction in program staff during the past three years.

In addition, the SMHW program has operated more efficiently with the advent of a web-based data collection and billing system through MOHSAIC. The paperless system allows SMHW staff to process payments for services to providers in only 3-4 weeks. Providers have been pleased with the streamlined system, because they can use the additional time to see clients instead of process data.

Grant Year 14, ending June 29, 2006, revealed the SMHW program met all the required mandates and core program indicators required by the Centers for Disease Control and Prevention.

Statistics for the SMHW program in Grant Year 14, compared to the previous grant years include:

- **Women screened: 7,990**

  This is a 15 percent increase over the previous grant year by 1,046 women and a 30 percent increase in the past two years.
- **Women served: 8,435**

  The additional women from the number of women screened are women utilizing SMHW for diagnostic testing only.
- **Mammograms: 4,743**

  This is a 12 percent increase over the previous grant year.
- **Pap tests: 5,826**

  This is a 19 percent increase over the previous grant year and a 47 percent increase in the past two years.
- **Breast cancers diagnosed: 159**

  There were 39 insitu cases and 120 invasive cases of breast cancers diagnosed. This is an 18 percent increase over the previous grant year and a 22 percent increase in the past two years.
- **Cervical cancer diagnosed: 20**

  There were 8 insitu cases and 12 invasive cases of cervical cancer diagnosed. This is a 30 percent increase over the previous grant year and a 50 percent increase in the past two years.

"None of these successes would have occurred without the dedication and hard work of all staff associated with the SMHW program," said Bruce Jenkins, SMHW program manager. "A sincere 'well done' to everyone. You are making a significant difference in the lives of Missouri women and the SMHW program is proud to be your partner in the fight against breast and cervical cancer."

WISEWOMAN Update

Two WISEWOMAN providers have been selected to be included in a national publication of *WISEWOMAN Success Stories*. This publication will highlight partnership development to enhance support for healthy life-styles.

Toni Coomes, RN from Texas County Health Department, submitted, "Making Fitness Affordable." Connie Logan, RN, and Debi Whitlock, Clinic Manager for the Social Welfare Board in St. Joseph, submitted, "Overcoming Health Barriers Through Food Partnerships."

Congratulations to these programs for the honor of national recognition!

October Breast Cancer Awareness Month

Southwest MO: Private - Public Partnership

Source: Elisa Coonrod, RN

Wilkinson Pharmacy, a locally owned pharmacy with locations throughout southwest Missouri, asked the Show Me Healthy Women program to partner with them to educate their customers about breast health, breast cancer awareness and the SMHW program.

The second week in October, Judy Maupin, BSN, RN, with Home Medial Equipment Service and Elisa Coonrod, BSN, RN, southwest Missouri SMHW Program Coordinator spoke to women at Wilkinson Pharmacies from Lebanon to Lamar. Toni Rouen, BSN, RN, Kansas City area and northwest district SMHW Program Coordinator, joined them in Holden, Missouri (Johnson County).

The seven exhibits promoted breast wellness along with SMHW recruitment information. "Most women knew a mammogram was supposed to be done annually around age 35-40 and most women knew how to do breast self-exam," said Elisa Coonrod. "However, none of the women knew to use three levels of pressure during their breast self-exam."

One woman they spoke to said her mother died of breast cancer at age 40. She did not know her mammograms needed to start at age 30 due to her high risk factor.

Elisa Coonrod (l) and Judy Maupin (r) beside a Wilkinson Pharmcay "pink" display.

Elisa said, "It was rewarding to share information that might save her life by getting a mammogram at an earlier age than most women."

Many women did not know about the Show Me Healthy Women program. The week's activities provided an occasion to tell women about the program as well as identify women who were eligible for the program or knew someone who was eligible.

One example was a Nevada woman whose mother lived in Taney County. "Her mom had no insurance and qualified for the services provided by the SMHW program. It was a good connection," said Elisa.

Another example was a woman from Holden. Her 35-year-old sister has a breast lump and no insurance but she knew she needed to get a professional exam. According to Elisa, the sister had an appointment the following week and now she has the information to contact a SMHW provider and enroll in the program.

"We spoke to many women and many more viewed our posters and took home information that hopefully will stay in their memories and provide that little urging later on to get a mammogram," Elisa concluded.

By the way, did you get your mammogram? Early detection saves lives. The Show Me Healthy Women program is about saving women's lives.

and more Breast Cancer Awareness Month

Free Sreenings in St. Louis

The mammography van from St. John's Mercy Hospital provided free mammograms at The Pilgrim Congregational UCC Church. Women age 40-49 were eligible for Komen funded mammograms but the SMHW program for eligible women was also utilized.

October Event in Appleton

Women's Health Services held a breast cancer awareness event in the Appleton City Clinic. Women's Healthy Service is a provider for the SMHW program.

Refershments were served and prizes were given to all persons wearing pink in support of Breast Cancer Awareness Month.

Outreach Coordinator Breast Cancer Awareness

Source: Robert Hall

October Breast Cancer Awareness Month 2006 was the best month for national, state and local media coverage for breast cancer awareness and early detection of breast cancer.

When the Outreach Coordinator program began in 1998 we could only refer eligible women for a breast cancer screening. Now there is the Breast and Cervical Cancer Treatment program that provides free treatment through a special Medicaid program to women diagnosed with cancer through a SMHW screening or diagnostic service.

Three of the Outreach Coordinator staff were recognized and selected by their local areas to attend the American Cancer Society national *Celebration on the Hill* event in Washington, D.C. Marie Morgan, Lafayette County, and Leslie Sansegraw, Washington County, attended the event. Lynn Butler, Jefferson County, did not attend due to taking a new position with the American Cancer Society.

Extend a welcome to two SMHW outreach coordinators who have recently joined our staff, Sara Rhodes, Cape Girardeau, and Nicole Williams, Jefferson County.

Odessa Bulldogs wore pink ribbons on their helmets at the October 27 home game. Marie Morgan, SMHW Outreach Coordinator's son played on the team.

Pink Positive Gala

Source: Jeanie Bryant

The Pink Positive Gala, November 12, provided an opportunity to highlight information about the Show Me Healthy Women program. The request was received from keynote speaker Sherri Homan, RN, PhD, Public Health Epidemiologist, Missouri Department of Health and Senior Services. Homan presented information about breast cancer in Missouri.

The gala was sponsored by the women of Sigma Lambda Gamma Multi-Cultural Sorority on the campus of the University of Missouri-Columbia. The goal of the gala was to raise funds and provide an awareness of breast cancer research.

The semiformal event also featured keynote speaker Dr. Jane Armer, primary investigator for the lymphedema research project at the Sinclair School of Nursing.

According to those in attendance, the display was wonderful and Debi Rommel provided information on SMHW, the Medicaid treatment program and the Breast Cancer Awareness license plate program.

Welcome Back!

MaryPat Luebbering, RN, has come out of retirement part-time as the Regional Program Coordinator for providers in the northeast and central districts. MaryPat provided valuable assistance to recently employed Deb Bisges, RN, while she familiarized herself with billing issues, follow-up of clients with abnormal results and routine quality assurance visits.

If a provider is not sure if their health care facility is located in MaryPat's area, check the coordinator list. However, MaryPat said, "I have contacted the providers in the counties that I will assist but do not hesitate to call the Jefferson City office at 573-522-2845."

Mindy Laughlin, RN, has returned from maternity leave. She treated everyone in the office with a visit from her new baby boy, Nolan.

New Materials Available

Recruitment materials have been revised and sent to State Printing. The SMHW brochures and flyer will no longer include income guidelines allowing them to stay more current and help to reduce printing costs. All materials, including the Breast Self-Exam brochure, will also be available in Spanish.

Fax your request to 573-522-2899 for the new Free Mammogram and Pap Tests brochure, BSE brochure and Get the Facts flyer and they will be shipped to you as soon as printing is complete.

Many Specialty Brochures Not Available This Year

Due to budget cuts this grant year, many of the specialty brochures will not be available. SMHW; however, information will be provided for your facility to order these items.

The titles most often requested are Abnormal Pap Test Results, Breast Lumps, Colposcopy, LEEP and HPV & Cervical Cancer.

Personalized Ads and Program Information Coupons

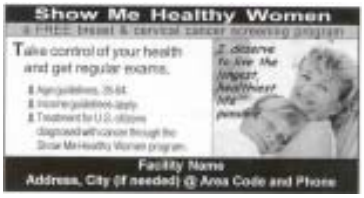
SMHW ads and coupons are now available. They can be personalized to a provider's area, including photos that most represent area women.

Several providers have requested the ads for local advertising and then purchased display space in newspapers or other venues. Others have been able to obtain the ad space free from their local paper.

Contact Debi Rommel at 573-526-7811 or e-mail at debi.rommel@dhss.mo.gov if you are interested in obtaining the personalized ad or coupon.

Examples of Ads and Coupon

Often a newspaper will run an ad free if a local news story accompanies the ad. Including a personal experience of local interest is important to the community and enhances readership of a newspaper or other venue.



Classified, size 3.75 x 2

Size 4.15 x 3

Coupons are available three to a page and ready to cut.

Place your order for the new SMHW program materials and they will be shipped to you when printing is complete. Materials are available in English and Spanish.

The ads and coupon can be personalized with your facility name, address and phone number. Photos are available to best suit your audience.